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Figure 25—Labor Force and Employment

Area	Labor Force	Civilian Employment	Unemployment	Unemployment Rate
Rocklin	24,900	24,200	700	2.7%
Placer County	162,000	155,600	6,400	4.0%
Sacramento CMSA	1,086,600	1,032,400	54,200	6.2%
California	17,695,600	16,746,900	948,700	5.4%

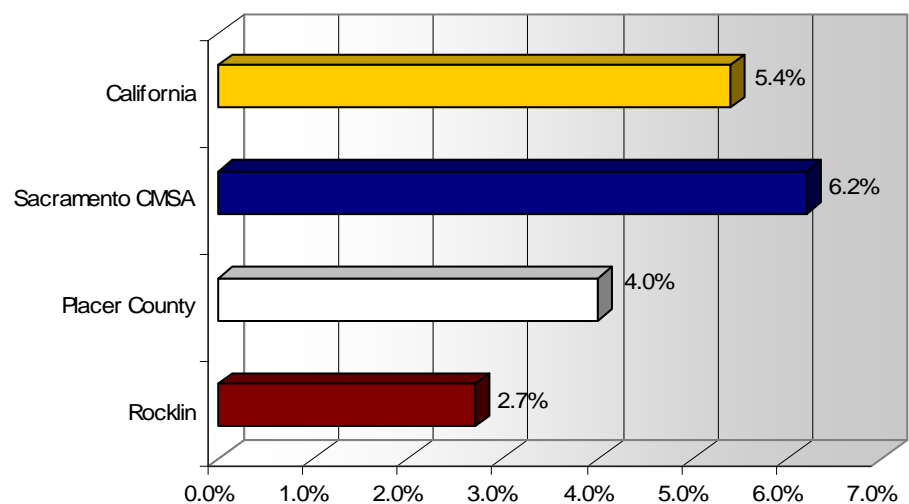
Source: California Employment Development Department, 2005

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Unemployment

Unemployment in Rocklin is significantly lower than the Sacramento metro area, Placer County and California.

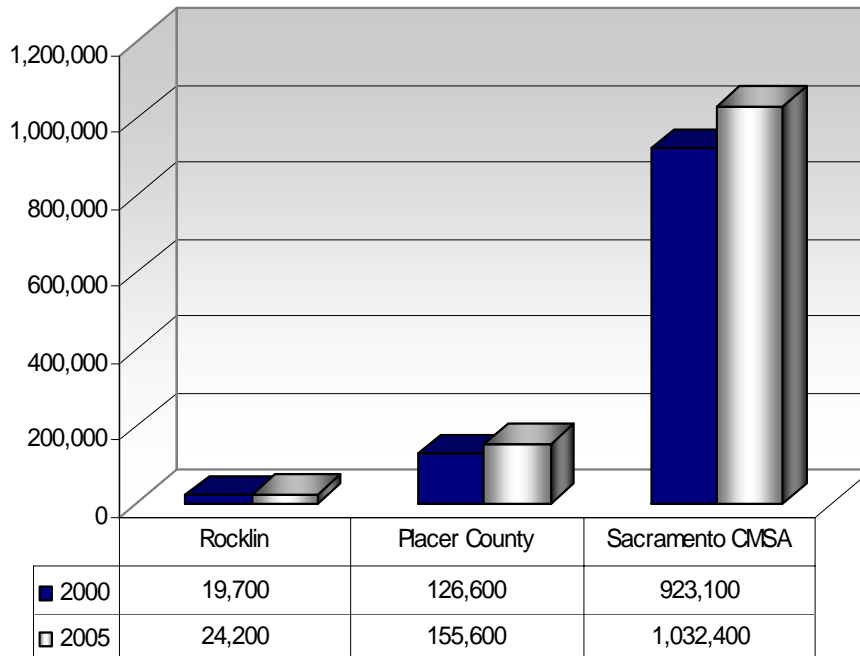
Figure 26—Unemployment Rate Comparison



Source: California Employment Development Department, 2005

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Figure 27—Employment Growth



Employment Growth

Rocklin's employment growth has closely tracked Placer County which is one of the nation's top employment growth areas.

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Source: California Employment Dev. Dept. 2005, Q3

Figure 28—Average Wage Per Job

California	\$42,190
Fresno	35,514
Los Angeles	42,216
Modesto	35,666
Merced	32,617
Oakland	47,598
Oxnard-Thousand Oaks-Ventura	42,253
Riverside-San Bernardino-Ontario	36,681
Sacramento-Arden-Arcade-Roseville	42,211
San Diego-Carlsbad-San Marcos	40,667
San Francisco	53,286
San Jose-Sunnyvale-Santa Clara	58,417
Santa Rosa-Petaluma	42,781
Stockton	36,729
Vallejo-Fairfield	40,166
Yuba City	\$35,942

Source: California Employment Dev. Dept., 2005, Q3

Wages

The table shows the average wage per job by metropolitan area. Rocklin is part of the Sacramento-Arden-Arcade-Roseville metropolitan area. Average wages in the Rocklin area are five percent higher than the statewide average.

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Major Employers

Major employers in Rocklin are concentrated in services, education, and commercial retail.

The services and education sectors are the top employers in Rocklin.

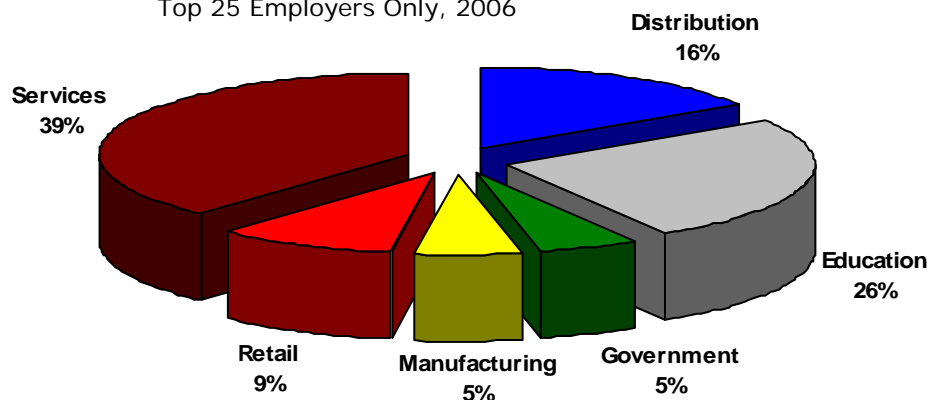
Figure 29—Major Employers in Rocklin (Top 25, 2006)

	Top Employers	FTE	Type
1	Rocklin Unified School District	884	Education
2	TASQ Technology	575	Services
3	Oracle	500	Services
4	United Natural Foods	478	Distribution
5	Sierra College	472	Education
6	UPS	356	Distribution
7	City of Rocklin	280	Government
8	The Gap Direct	242	Services
9	Sierra Pine	215	Manufacturing
10	RC Willey	200	Retail
11	Verifone	130	Services
12	Starstream Communications	116	Services
13	Financial Pacific Insurance	100	Services
14	ID Marketing Inc.	76	Services
15	Pactrim	75	Manufacturing
16	Dan Gamel RV	70	Retail
17	Big K-Mart	65	Retail
18	Wildlands Inc.	62	Services
19	LandRover Rocklin and Niello Porsche	61	Retail
20	Wallace Kuhl	60	Services
21	ECORP Consulting	60	Services
22	Eco-Logic Engineering	58	Services
23	Safeway (2)	55	Retail
24	Harley-Davidson, Buell of Rocklin	50	Retail
25	Sage Software	45	Services

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Source: City of Rocklin, 2006

Notes: (2) = two locations

Figure 30—Rocklin Top Employers by Industry
Top 25 Employers Only, 2006

Source: City of Rocklin, 2006